

# QUARTERLY REPORT FOURTH QUARTER – 2003

October 1, 2003 through December 31, 2003

**VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:**

## **1. GROWTH**

The **growth** of the Las Vegas Valley has had both a positive and negative impact on the community. As the community expands, demands for additional **housing** have increased. Many new homeowners in Las Vegas are coming from other areas of the country due to the relocation of **business** to the region. With more people living here, new concerns have arisen. Increased **congestion** due to **traffic** and **construction** on our area roads has caused great concern with local leaders. Of greater concern is maintaining an adequate water supply to meet the needs of the new residents. The recent **water restrictions** imposed by the water district are necessary measures to ensure sufficient levels of water for decades to come.

## **2. EDUCATION**

**Education** continues to be a major concern in Southern Nevada. Budget cuts have parents concerned about **teacher quality** in Clark County schools, as well as possible cuts to **school activities**. What seems to be a surge in gang violence is an important issue to both parents and students. Explosive growth in the valley also raises concerns of **overcrowding in the classrooms**.

## **3. CRIME**

As **alcohol** and **drugs** are readily available in this 24 hour town, people have a heightened awareness and concern for **DUIs** and the many injuries and fatalities that occur because of them. The **law enforcement** of these laws is particularly important as that enforcement gives people more of a feeling of **safety**. **Gangs** have also been a concern as with the recent problems in the northwest. People are realizing that these problems are not just confined to certain areas and **personal** and **home safety** issues affect us all.

## **4. LIFESTYLES**

Living in a **24/7 town** means having a variety of **lifestyles**. Although **gambling and casinos** are a large part of our community, we also have a many **non-profit organization** that encourage **giving** in order to help one another. **Health and medical** issues are always an issue of concern, and **family and friends** remain a constant in people's daily lives.

## 5. ECONOMICS

**Economics** is a topic of concern for Southern Nevadans with concerns over **state and federal budgets**. People are worried about the **cost of living, vehicle gas prices**, and other **money issues**. People are concerned about our city's **tourism** and their own **employment** issues.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: October 13-19, 2003, November 10-16, 2003 and December 8-14, 2003.

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (5) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (6) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (7) [WWW.KVBC.COM](http://WWW.KVBC.COM), OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

**VALLEY BROADCASTING COMPANY  
ISSUES OF CONCERN RESPONSIVE TO  
THE PROBLEMS, NEEDS AND INTERESTS  
OF CHILDREN 16 YEARS OLD AND UNDER  
IN THE SOUTHERN NEVADA AREA  
FOR THE FOURTH QUARTER 2003**

**October 1, 2003 through December 31, 2003**

**1. PEER PRESSURE**

Children are continually plagued with the worries of **peer pressure**. **Friends** are extremely significant, and provide positive and negative influences. Kids experience **stress** over pressures of **alcohol, drugs, smoking, sex and pregnancy**.

**2. SCHOOL**

With the onset of a new school year many children are facing new classrooms and schools. This leaves open the power of the **bully** to intimidate and cause fear in children. One of the best places students feel secure and safe are the **school activities** they participate in. These activities give them pride in themselves and reinforce the fun that school can be. Once that enjoyment of school is realized, the stress and daily demands of **homework** can be dealt with better.

**3. VIOLENCE**

In recent months, parents and children **fears** of increasing **violence** in the community have grown. **Gangs**, many of them based on **hatred**, have sprouted up in wealthier parts of the community. Many feel these new gangs are overshadowing long-time gangs that reside in older neighborhoods. These groups use **guns** to instill fear among residents.

**4. ACTIVITIES**

Many kids today are involved in some sort of **sport activity**, either through school or local **community and parks and recreation organization**. Kids enjoy their leisure time by spending time on **computers** and watching **television**.

**VALLEY BROADCASTING COMPANY**  
**QUARTERLY REPORT**  
**4TH QUARTER, 2003**

IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.